

## 2018-2019 SMPS CHICAGO EXCELLENCE IN MARKETING AWARDS

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### 3<sup>rd</sup> Place

#### Ciorba Group – *Company Rebranding*

**Objective:** As we made our final preparations to move into a new office space after calling our old space home for over 30 years, something didn't feel quite right. Our logo adopted in 1980 and inspired by the shape of a roadway interchange and a old computer punch card was starting to look stale and outdated. Our new space with its clean lines and modern style, made us think it was time for a makeover. Our objective was to bring our 92-year-old company brand into the modern era, reflecting who we are today and where we are going, while respecting our history.

**Research, Planning, and Implementation:** In November of 2018, Marketing and Executive Leadership met to plot our course. All were in agreement that we needed a new logo, and we needed it fast, but it was more difficult to find consensus on just how far to go. After a lot of soul searching, we decided to go all in. Logo, color palette, messaging, tone, defining our mission and values, and maybe even a new name. We interviewed a number of outside consultants until we found one that "got us" and where we wanted to take our brand. With the help of our consultant Pepper Group, over the course of six months, everything was new except the company name.

After our initial discovery sessions, Pepper conducted extensive research including interviews with employees and clients, and evaluating our competitors messaging and graphic identities. In addition, Ciorba Group conducted its first employee engagement survey. The results of which helped us further define our identity, while confirming our positive internal culture. With the results of our research, we were able to get to work with a clear sense of purpose.

We worked closely with Pepper to develop all aspects of our new brand platform. This work included development of a new logo, new marketing materials like letterhead, report covers, resumes and project sheets, and office signage and posters. In order to meet our budget, we also leaned heavily on our marketing team to design and implement materials to be used for both marketing and technical purposes, as well as additional graphic elements. These included proposals, memos, reports, transmittals, CADD title blocks, vehicle signage, social media banners and post templates, lobby welcome screen presentation, conference room digital displays, headshots/photography, presentation slide decks, and advertising.

Our new identity was implemented after hours, and dramatically unveiled on May 1st receiving an overwhelmingly positive response.

#### Results:

- Building on our traditions and strengthening an employee focused culture we have worked hard to develop, we now have a bold new identity that we believe will help Ciorba Group stand out in competitive field.
- Each email campaign and social media post received positive feedback, and we enjoyed a very good turnout at our open house.
- Around our office the positive impact of the rebrand can be felt. Our Mission and Values are genuine to who we are as a company and provide a roadmap for where we are going.

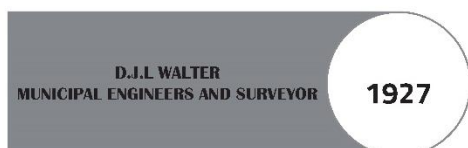
#### Judges' Comments:

- "The updated logo and graphic materials are really clean, modern and cohesive. The examples provided illustrate effective use of brand consistency without any one piece feeling too repetitive."

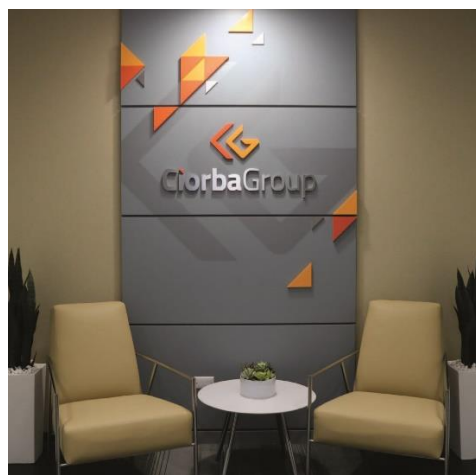
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- “Clearly defined objective and result. Great look and feel.”
- “The colors are bright, the font is modern, the layout is bold. The consistency across all branded materials is spot-on. This is a brilliant effort.”
- “Fresh and people-centric, which will stand out now and in the future.”
- “Ciorba Group's rebranding project represents a very comprehensive effort with maximum attention to detail. I enjoyed learning that nothing was forgotten, including things like vehicle signage and conference room digital displays.”

### EXHIBITS / EXAMPLES



*Evolution of the Ciorba Group Logo.*



*Lobby Signage*



*Door Signage*

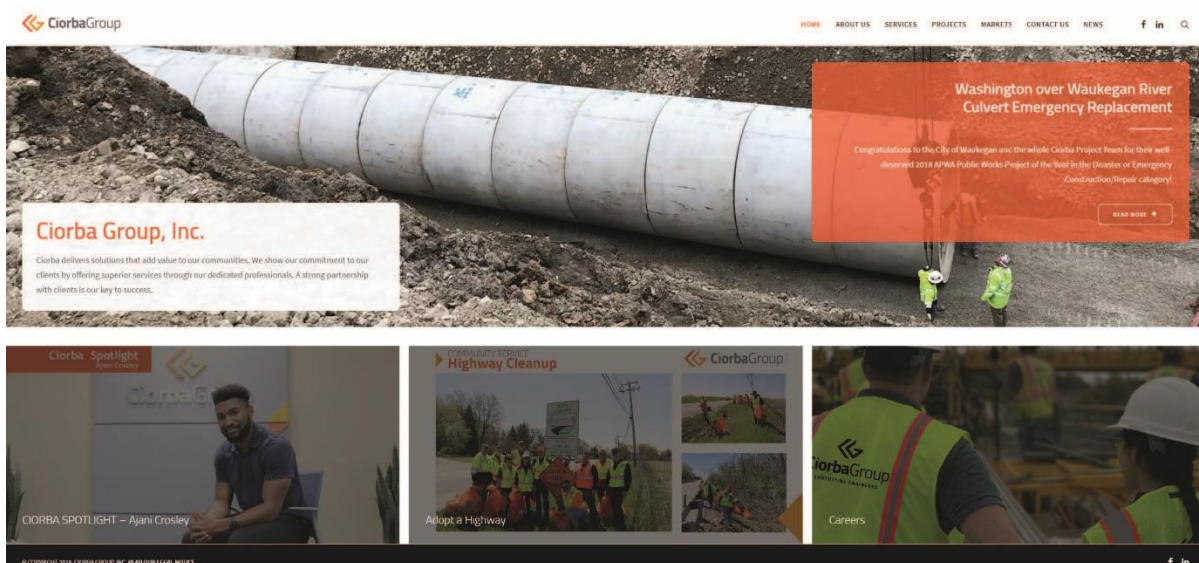


*Launch Care Package*

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Core Value Posters



Website Updates



Social Media Cover Photo